

Types of Content Marketing:

Choosing Formats That Fit the Job



Choose formats for audience tasks, not platform defaults



Content is hired to help the audience make progress



Earns attention by teaching, proving, or entertaining



Roadmap: intent, format families, selection, governance, measurement



2026: one strong idea becomes several platform-native assets



Start With the Audience Task, Not the Format



Audience jobs: learn, compare, validate, troubleshoot, be entertained, stay loyal, advocate



Jobs-to-be-Done: define the situation, the desired progress, the obstacle



Three dimensions: functional, emotional, and social needs shape format choice



Mine intent signals: search queries, support tickets, objections, community questions



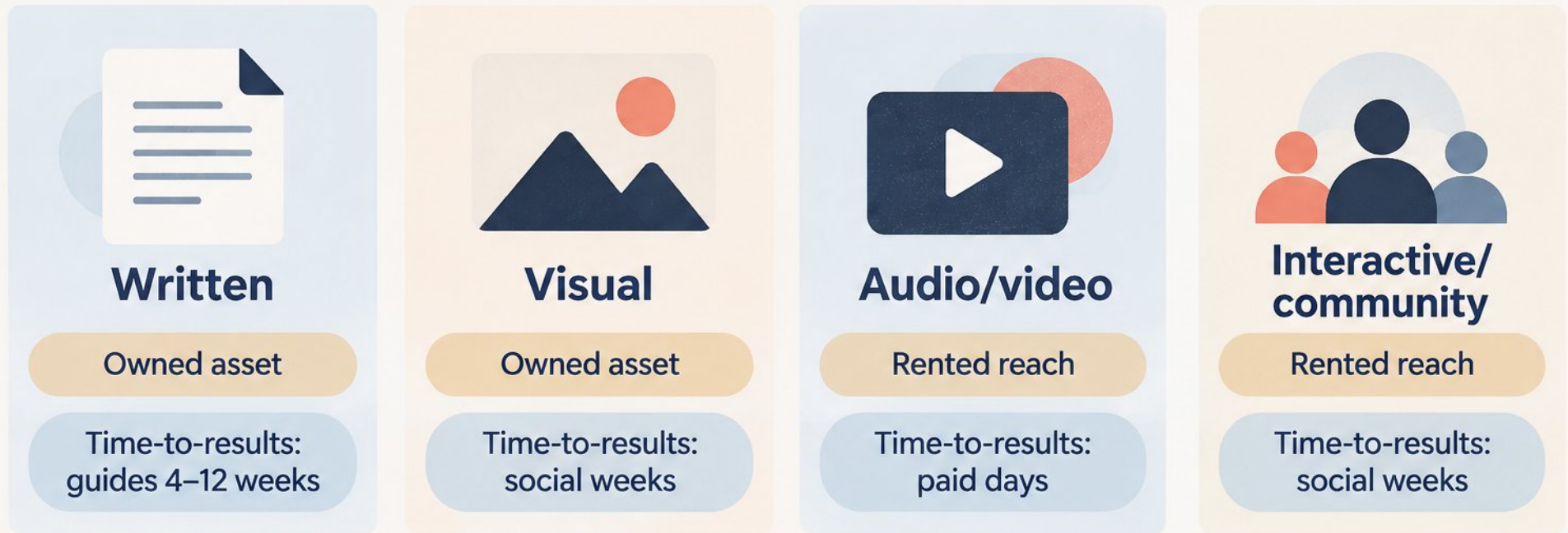
Map format to job: quick answers stay short; complex comparisons need depth and proof



Mismatch risks: long video for quick facts, short posts for deep decisions



Format Families at a Glance



- Four families: written, visual, audio/video, interactive/community
- Owned assets compound; rented reach buys speed you don't control
- Time-to-results: paid days, social weeks, guides 4–12 weeks
- Research takes 8–16 weeks; long-form and data get cited most
- Stack three to four formats so one asset feeds many surfaces

Written and Text-Based Formats



Blog posts and pillar pages build search visibility and topical authority



Guides and tutorials answer the main question early, then related ones



Case studies: challenge, approach, outcomes, and real customer quotes



Whitepapers and reports prove depth; gate only genuine research



Newsletters own retention through a first-party, algorithm-free channel



Structure for extraction: direct answers, question headings, tables, FAQs



Placeholder text lines

Placeholder text lines

Direct answer

Placeholder text lines

H2/H3 question headings

Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

Comparison table

“ Placeholder text lines

Cited statistics

Placeholder	▼
Placeholder	▼
Placeholder	▼

FAQ block

Visual and Graphic Formats



Infographics simplify complexity: bars compare, lines show change



Carousels: hook slide, one idea per slide, single closing CTA



Keep 7–10 slides, 25–40 words each, consistent sizing



LinkedIn prefers square PDFs; Instagram favors 4:5 portrait sets



Accessibility: contrast, alt text, mobile-first type, no color-only meaning



Extract one finding per asset; adapt composition, don't stretch one file



Infographic



LinkedIn
Square PDFs



Instagram
4:5 portrait sets



Written



Visual



Audio-Video



Interactive

Audio and Video Formats



Short-form video: hook in the first two seconds, one idea, captions



Long-form video: explainers, demos, interviews, webinars build trust



Podcasts: companionship and expertise for low-screen-time contexts



Webinars: strong acquisition tool; replays keep working for 12 months



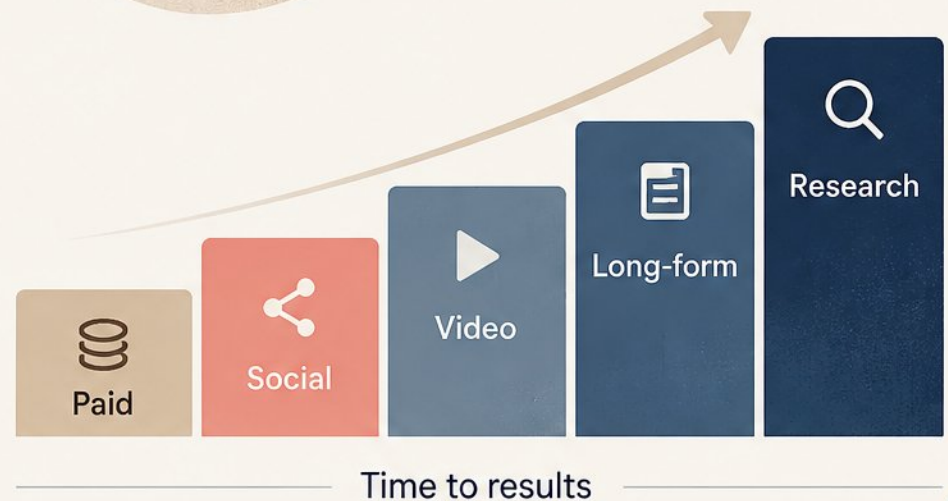
Live adds urgency; recordings become evergreen repurposing assets



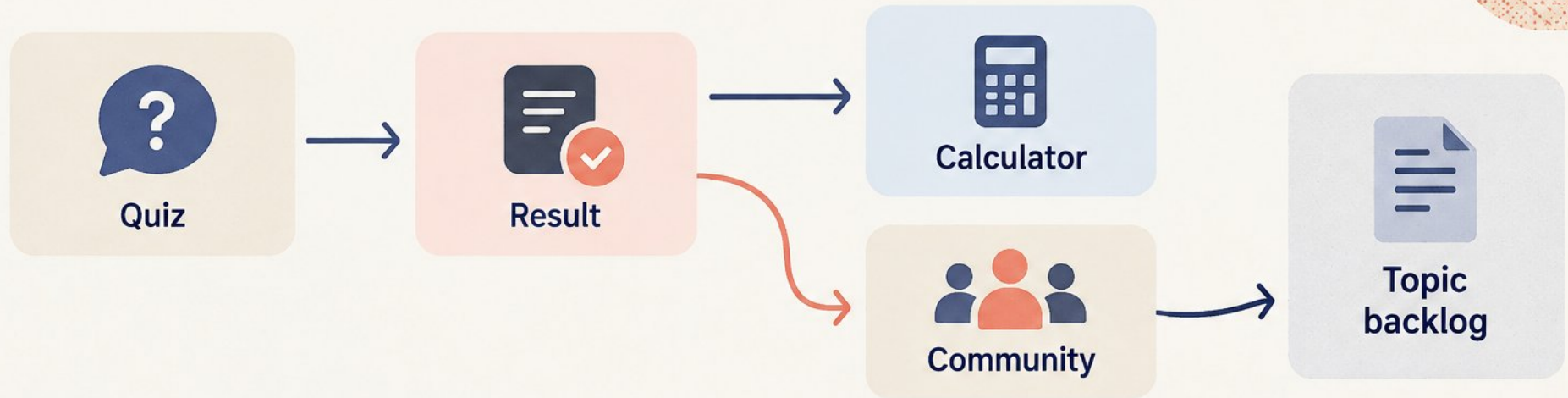
Production tiers: audiences now reward human, specific content over polish



AI speeds captions and cutdowns; humans own hooks and narrative



Interactive and Community Formats

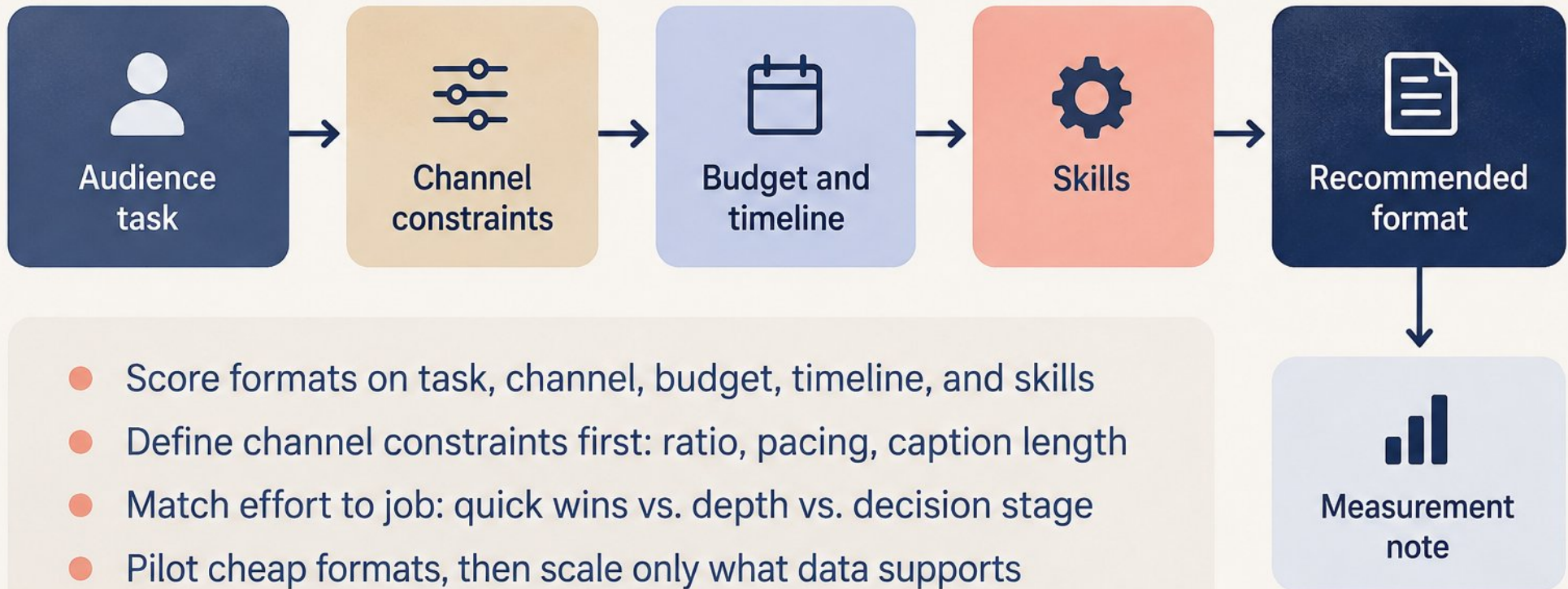


- Quizzes and assessments: segment visitors by role, industry, or problem, with actionable payoffs
- Calculators and configurators: meet high-intent moments with ROI, budget, or pricing logic
- Webinars, workshops, and live events: real-time interaction, Q&A, and authority building
- Community, forums, and UGC: peer proof, belonging, and honest audience language
- Polls, surveys, and AMAs: participation plus insight that feeds the topic backlog
- Start cheap: quiz, then calculator, then micro-tool if data justifies
- Ops matter: moderation, privacy and consent, lead routing, maintenance

Job to format matching

Learn	→	Quizzes and assessments
Plan	→	Calculators and configurators
Engage	→	Webinars, workshops, and live events
Connect	→	Community, forums, and UGC
Share	→	Polls, surveys, and AMAs

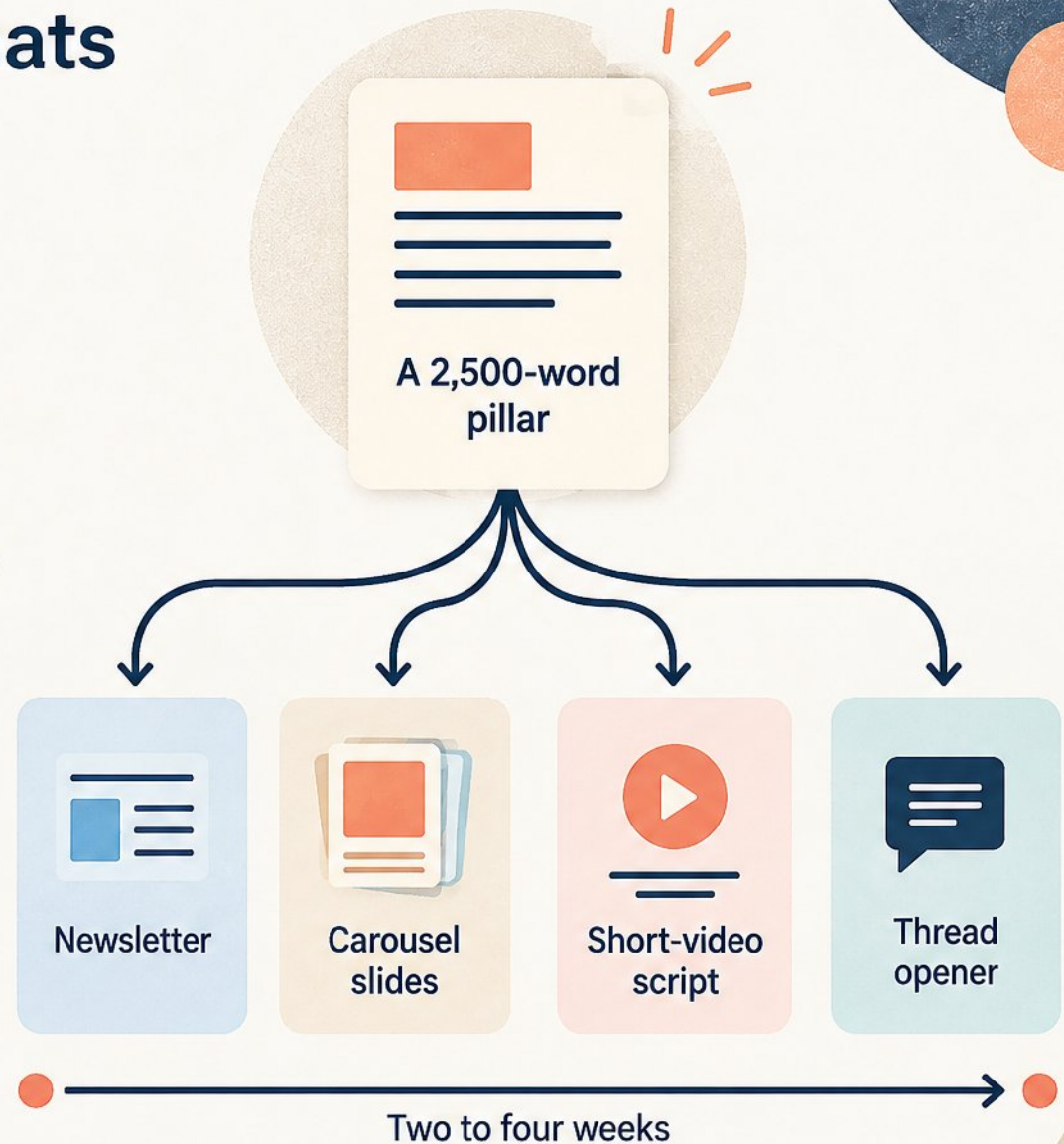
Choosing the Right Format: A Decision Framework



- Score formats on task, channel, budget, timeline, and skills
- Define channel constraints first: ratio, pacing, caption length
- Match effort to job: quick wins vs. depth vs. decision stage
- Pilot cheap formats, then scale only what data supports
- Cap at two or three formats for 90 days to avoid sprawl

Repurposing and Atomization: One Idea, Many Formats

- Repurpose source pieces with a clear argument and proven demand
- Core steps: find the insight, extract atomic units, translate, distribute
- A 2,500-word pillar can yield 10–20+ derivative assets
- Adapt natively per platform — structure, tone, length, call to action
- Spread derivatives across two to four weeks to sustain reach
- Reuse templates: carousels, newsletters, scripts, thread openers
- AI handles transcription and cutdowns; humans own voice and judgment
- Name one owner — shared ownership means nobody decides



Roles, Workflow, and Governance Across Formats

From idea to impact — aligned people, clear process, consistent standards.



Clear roles

creator, editor, SME,
designer, producer,
community manager



Workflow

ideate, brief, produce,
review, publish, distribute,
refresh, retire



Brief essentials

intent, format, goal,
sources, links, CTA,
distribution



Standards

named editor, style guide,
source verification,
brand voice



Accessibility per format

captions, alt text, contrast,
readable hierarchy



Governance

approvals, legal review,
AI disclosure, likeness rights



Ops tooling

DAM, CMS workflows,
tagged sales libraries, versioning



Measuring Performance by Format



Awareness: reach, impressions, and branded search lift



Engagement: watch-through, scroll depth, and saves



Conversion: form fills, demos, trials by format type



Five-layer stack: distribution, engagement, traffic, conversion, revenue



Use UTMs with a 30–90 day window for delayed conversions



Track branded search to catch view-through impact



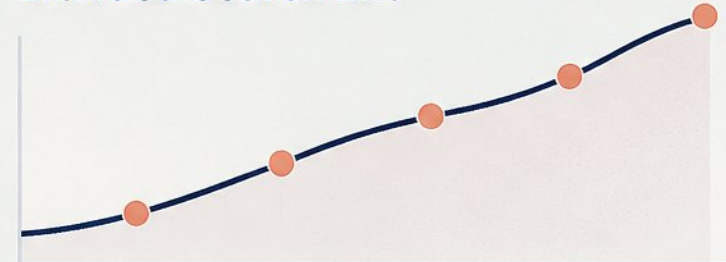
Add qualitative signals: comments, support questions, sales feedback



Keep a small, honest KPI set instead of tracking everything



Branded Search Lift



Lifecycle Management: Refresh, Retire, or Repurpose

-  Refresh beats rebuild:
ranking pages already carry authority
-  Updated stats, structure, and CTAs
cost a fraction of new work
-  Stale pages lose AI citations;
keep evidence current
-  Retire thin, duplicated pages
by consolidating or redirecting
-  Repurpose proven winners first —
fit is already validated
-  Review quarterly: double down,
cull, or pilot next



Common Mistakes and How to Avoid Them

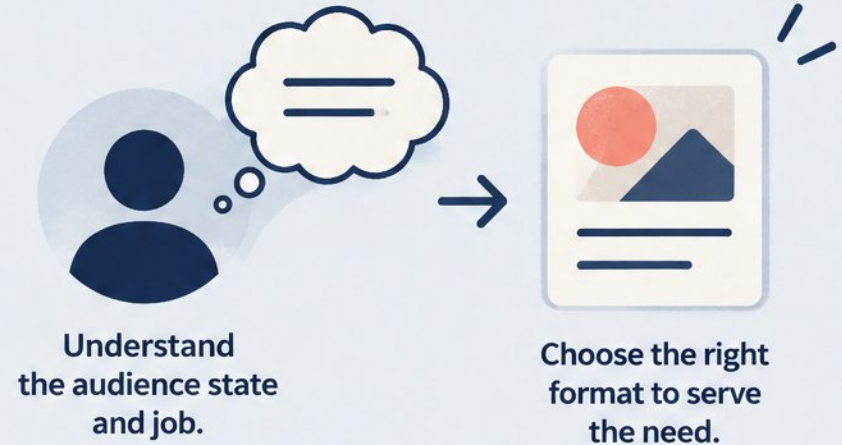
Format-first (the mistake)

Chasing trends before defining the audience problem



Start with the audience (the fix)

Begin with the audience state and job, then pick the format.



- **Format-first planning:** chasing trends before defining the audience problem
- **Job myopia:** informing and advising, but ignoring comfort, surprise, and connection
- **Copy-paste repurposing:** resizing one file instead of translating it per channel
- **Overproduction without a plan:** flagship asset shared once, then abandoned
- **Gating everything:** friction kills reach; ungate unless it is true research
- **Accessibility and disclosure gaps:** uncaptioned video, unsourced numbers, hidden AI use
- **Vanity metrics only:** views without engagement, intent, or pipeline signals

- **The fix:** start from audience state, define the job, then pick the format

Practice Scenario and Your 30-Day Action Plan

- 1 **Scenario:** choose formats for one audience task, justify against criteria
- 2 **Checklist:** task, format fit, channel, resources, measurement, accessibility, repurposing
- 3 **Begin-state / end-state brief:** where the audience starts, what changes
- 4 **Pilot one new format for 30 days;** define metrics before publishing
- 5 **Cadence anchor:** one pillar piece plus 10–20 derivatives per cycle
- 6 **Leave with:** format-selection rubric, content brief, 30-day pilot tracker

Format Family



Written



Visual



Audio-Video

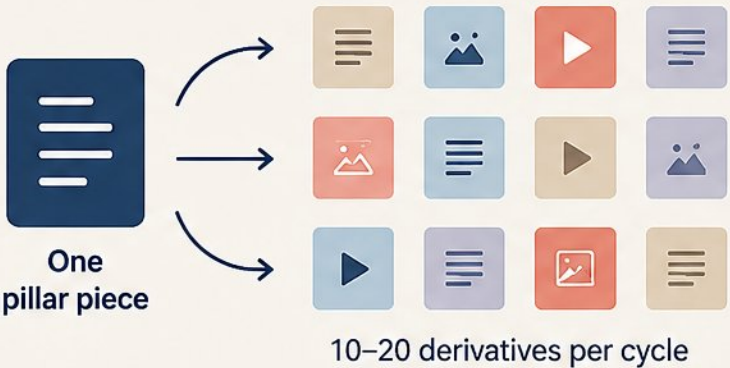


Interactive

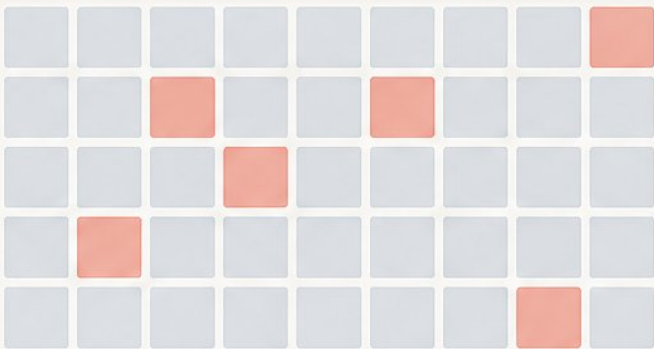
Format-Selection Rubric (Example)

Criteria	Written	Visual	Audio-Video	Interactive
Task fit	✓	✓	✓	✓
Audience fit	✓	✓	✓	✓
Resource fit	✓	✓	✓	✓
Channel fit	✓	✓	✓	✓
Measurement fit	✓	✓	✓	✓
Accessibility	✓	✓	✓	✓
Repurposing potential	✓	✓	✓	✓

From One Pillar Piece to Many



30-Day Pilot Tracker



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/8c14e687/public